



March of Dimes Foundation

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Kevin J. Martin, Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Re: *WBBM-FM B96 in Chicago*

Dear Chairman Martin:

It is important for you to know how much the March of Dimes values its long-standing relationship with WBBM-FM, also known to Chicagoans as B96. B96 has truly demonstrated its commitment to serving the needs of our organization, and has done so for many years.

The Illinois Chapter of the March of Dimes does not have a budget to pay for advertising, so we count on the support of B96 to assist us as we try to educate the public on the importance of baby health, premature birth and infant mortality.

Public Service Announcements

For Prematurity Awareness Month (November), March for Babies (April) and many of our special events throughout the year, B96 will regularly air our public service announcements. Actually, we count on them to, and so far, they have not let us down

In-Studio Interviews

The B96 Public Affairs program frequently allows the March of Dimes opportunities for interviews to promote new legislation in baby health, prematurity awareness information and special events. Each year, B96 has granted our organization at least four interviews, more than any other radio station in the Chicagoland area.

In closing, WBBM-FM "B96" continues to show its commitment to the March of Dimes, and has for many years. Of all the local radio stations that we have relationships with, B96 by far, outweighs the others with its support. The support that B96 provides to the March of Dimes is invaluable. We look forward to a continued relationship with B96. Our community is very well served by the station, and no national regulation could create the kind of phenomenal local partnership that we already enjoy.

Sincerely,

Jeri Bingham
State Director of Communications & Marketing
March of Dimes